



2025

ANNUAL REPORT

OWL'S REPORT TO MEMBERSHIP - October, 2025

In 2025, we overhauled OWL's website and membership database, moving to the GrowthZone system which we believe offers a more user-friendly experience for our members. Whilst our membership numbers fluctuate due to the rolling nature of our membership terms, we are pleased to report a healthy 9% increase in membership revenue over the same period last year, which is a testament to the work being done by our Board, Committees and staff to ensure we provide value to our community.

We deeply value each of our members and strive to continually enhance OWL's offerings. If you have suggestions or feedback, please reach out to our Executive Director – we're here to support you.

FINANCIAL STABILITY

OWL remains in a strong financial position, committed to supporting our mission. As of September 30, 2025, unrestricted net assets have increased slightly (3.04%) compared to the same time last year. We are proud to have renewed partnerships with five major corporate sponsors, along with many of our Uniting Sponsors continuing to show their support of OWL with renewed commitments. We were thrilled to welcome some new sponsors to the OWL family this year, including Genentech and ANI Pharmaceuticals, as well as early-stage companies, Aurion Biotech, Iantrek, ViaLase and Nordic Pharma. We are so grateful to all our supporters in helping us further our mission and vision.



MEET OWL

OWL is the only non-profit in eyecare to unite every stakeholder: leading practice administrators, industry executives, consultants, media, PR, physicians and more. It is, inarguably, the best network in eyecare.

VISION

OWL's vision is to promote and develop diverse leadership to advance Ophthalmic Innovation and Patient Care.

MISSION

OWL works across Eyecare. Our mission is to provide professional and personal development and create opportunities for collaboration.



"The OWL Leadership Summit made me realize how much I've been craving a community like this — one where I can learn, grow, and be inspired by others who are navigating leadership in their own authentic ways. It reminded me that I'm not alone in this journey."

**Jen Tourtellot,
Boston Image Reading Center**



EVENTS

2025 began with the tradition of our annual Networking Reception during Hawaiian Eye, co-hosted with WIO. This reception continues to offer a wonderful start to the eyecare events calendar. Our Signature Event during ASCRS in Los Angeles was well-attended and offered a "Hollywood" connection as we heard from screenwriter Raamla Mohamed, an Emmy Award-nominated television writer-producer. We are also proud to continue our partnership with AECOS, hosting Networking Receptions during their Summer Symposium in Utah and, for a second year, at their European Symposium - this time in London.

This year's Signature Event during ESCRS was another impressive event, combining a thought-provoking program on Bridging Cultures at the stunning Moltkes Palace in Copenhagen. These events provided valuable opportunities for education, growth, and connection, all of which were well-received by our attendees. We are excited to host our upcoming Signature Event & Awards Ceremony during AAO, featuring an inspirational keynote on impossible dreams and the power of finding your life's calling.

EUROPE

We continue to expand OWL's presence in Europe, building greater awareness of our mission and vision. We had a strong showing at the AECOS European Symposium in London and at ESCRS in Copenhagen as part of ESCRS's BOSS track; an initiative focused on building an inclusive and sustainable eye care community where everyone belongs and has a voice. Additionally, we created two virtual programs for the year.

We continue to work to increase our European membership with the support of our European Committee and members and have seen a 10% increase over last year. There is still a lot of work to do and we send a heartfelt thank you to our volunteers for their contributions to OWL's growth in Europe.

OPTOMETRY

OWL continues to establish a significant footprint in optometry, having partnered with the American Academy of Optometry (AAOpt), the American Optometric Association (AOA) and SECO International for signature events over the past year, as well as a presence on the Main Stage for the first time at Vision Expo West. We had a "first time" presence at booth space in the exhibition halls of AOA and SECO which enabled us to talk about OWL to more people and continue to spread the word. Special thanks to our Optometry Committee for their dedication in helping OWL make an impact within the optometric community.





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LOCAL CHAPTERS

We were pleased to host several successful local chapter meetings primarily in Southern California and New England this year, offering valuable networking opportunities and educational programs in the local areas.

After launching only one year ago, our New England chapter is gaining momentum and interest, capitalizing on the eyecare community in the greater Boston area. We dove into the topic of intentional networking with communications expert, Georgette Pascale and in November will offer a workshop on Managing Conflict with Erin Robison. In Newport Beach, again during Octane's OTF, our SoCal chapter hosted an engaging discussion on "Failing Forward", where panelists shared stories and advice on past failures, lessons learned and the important role failure plays in ultimate success. We plan to end 2025 with a holiday event in the SoCal area - look out for more on that soon!

VIRTUAL PROGRAMMING

In addition to our in-person events, OWL continued to offer a robust lineup of virtual programs throughout 2025. By the year's end, we will have hosted at least eight online events, ranging from Networking Connects to Burnout and Managing Stress to Owning Your Career Journey - as well as a replay of the presentation on Bridging Cultures from our program in Copenhagen.

Huge thanks for making time to join us online, and for those who missed any sessions, recordings are available 'On-Demand' in your OWL membership InfoHub account.

OWL FELLOWS

OWL's mentorship program continues to make a difference for both mentees and mentors alike. Now in its seventh year, this year's application period saw our largest number of applicants and largest number of Fellows. We are grateful to our members who offered their time and experience as Mentors for this program, and we look forward to continuing this impact for our members and expanding the program's reach to our European colleagues. If you're interested in volunteering to become an OWL mentor, please reach out and let us know. Applications will re-open in 2026.

LEADERSHIP SUMMIT

In July, OWL was proud to host our fourth annual Leadership Summit in Denver, gathering established and emerging leaders from across the eyecare industry. This year's theme, **Shaping the Future of Eyecare: Leadership, Innovation, and Impact**, sparked many dynamic discussions. The agenda featured inspirational keynotes and sessions on topics such as Industry/Physicians: From Clinic to C-Suite, Emerging Trends & Global Disruption in Eyecare as well as a workshop on Navigating Difficult Conversations.

We concluded the Summit with a rewarding give-back event, partnering with Child Creativity Lab. Together, our participants packed 500 STEAM kits for local schools in the Denver area. We are already looking forward to our 2026 Summit and we're heading to Nashville!



Ways You Can Support OWL

Spread the Word: Reach out to colleagues who could benefit from OWL membership. Set a personal goal to recruit a certain number of new members each quarter!

Bring a Guest: Invite a colleague to attend an OWL event with you as your guest and introduce them to our community.

Share Events: Forward upcoming OWL event information to your network and encourage them to participate!

Engage on Social Media: Follow OWL on social media to stay updated and help amplify our message by sharing posts with your own network.

Get Involved: Volunteer on a committee or help out at the check-in desk during a physical event. Your time and efforts make a big difference!





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OFFICERS FOR 2025-26:



PRESIDENT:

Renee Bovelle, MD



PRESIDENT-ELECT/ VICE-PRESIDENT:

Kristen Ingenito



IMMEDIATE PAST PRESIDENT:

Nivine Woods



SECRETARY/ TREASURER:

Matt Jensen

LEADERSHIP CHANGES - Board of Directors



Hayley Boling

Hayley Boling

We extend our heartfelt thanks to Hayley Boling, who steps down from the OWL Board after six years of dedicated service. In addition to her governance role, Hayley was also heavily involved in OWL's Membership Impact Committee, where she played a crucial role in ensuring we continue to make an impact for our members by evaluating current offerings and in bringing new ideas to life.

Hayley's passionate leadership and advocacy for practice managers and administrators will be missed.



Erin Schallhorn Powers

Erin Schallhorn Powers

We have to recognize and thank Erin as our longest-serving Board member to date as she ends her term after ten (yes, 10!) years of commitment at the governance level. Erin has been a key part of the Board, serving in multiple roles including program development, as our secretary/treasurer and also most notably as OWL President. We cannot thank Erin enough for the impact she has made for OWL over the years and know that we'll stay connected for years to come.

NEW BOARD MEMBERS FOR 2025-26

OWL is excited to welcome three new Board Members to help shape the future of our organization. We look forward to benefiting from their wealth of experience and insights as we continue to grow and evolve.

Please join us in welcoming:



Kevin Douglas, MD



Maaza Martin



Cynthia Matossian, MD

"OWL is the most welcoming and engaging network that I have ever participated in. Truly from the start, a welcome, a "we are so happy you are here", a how can we help and more. I have enjoyed the interactions and I know I will continue to do so for many more years to come."

**Eliana Rivera Burke,
mdgroup**